

Message Text

PAGE 01 STATE 228443

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 228443

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: EDUCATIONAL SYSTEMS EXHIBITION AND SEMINAR
PROGRAM, U.S. TRADE CENTER, NOV. 16-20, 1975

1. EDUCATIONAL SYSTEMS THEME IS MOST IMPORTANT TO USG IN TERMS OUR LONG-RANGE ABILITY ENHANCE GOI CAPABILITIES IN-COUNTRY EDUCATION AND TRAINING (E/T) AND COMMERCIAL OPPORTUNITIES AFFORDED U.S. SUPPLIERS E/T EQUIPMENT AND MATERIALS. IT IS COMMERCE INTENT PROMOTE THIS THEME ANNUALLY THROUGH TEHRAN TRADE CENTER, SO AS TO FACILITATE ATTAINMENT GOI ACCELERATED EDUCATION AND TRAINING TIME SCHEDULES AND TO MAXIMIZE MARKETING OPPORTUNITIES U.S. FIRMS.

2. WE SHOULD ENDEAVOR EFFECTIVELY COMMUNICATE CONCEPT TO GOI THAT COMMERCE WILL WORK ON A CONTINUING BASIS IN FIELDS,
UNCLASSIFIED

PAGE 02 STATE 228443

WITH NATURAL CULMINATION THESE EFFORTS BEING ANNUAL EDUCATIONAL SYSTEMS PROMOTION, WHICH WILL FEATURE THOSE METHODS AND MATERIALS IRANIANS ARE MOST EAGER TO LEARN ABOUT. IT IS ANTICIPATED EXHIBITION WILL BE SUPPORTED EACH YEAR BY

SEMINAR PROGRAM, COMPRISING SEVERAL PRE-EMINENT AMERICAN E/T TECHNOLOGISTS, WHO WILL BE CHARGED TO WORK WITH IRANIANS DURING WEEK OF EXHIBITION IN AREAS OF PERCEIVED CONCERN AND TO ASSIST IN THE ATTAINMENT OF ESTABLISHED GOALS.

3. PROPOSED FORMAT SEMINAR COMPRISES LOCALE ARYA-SHERATON HOTEL BALLROOM, HOURS 0900 TO 1300 HRS. NOV. 17, 18 AND 19, PLENARY SESSION IF ABSOLUTELY NECESSARY 0900 TO 0930 HRS. EACH DAY COVERING U.S. AND IRANIAN OVERVIEWS, AND BREAK-OUT INTO INDIVIDUAL WORKSHOPS. THERE SHOULD BE POSSIBILITY FOR FIVE WORKSHOPS PER SESSION OR FIFTEEN FOR THREE DAYS. SEMINAR TEAM ABLE SCHEDULE MEETINGS AS NEEDED OUTSIDE FORMAL PROGRAM BUT FULL THREE DAY MORNING SESSIONS SHOULD BE SCHEDULED AT SHERATON. SEMINAR GROUP FEELS ATTENDANCE BY END-USER OPERATIONAL PERSONNEL WOULD ENHANCE PROSPECTS TO SOLVE ACTUAL PROBLEMS, ALTHOUGH PROTOCOL NECESSITIES MAY REQUIRE ATTENDANCE BY HIGH LEVEL MINISTRY OFFICIALS. THIS MIGHT BE RESOLVED BY INVITING SUCH OFFICIALS TO PLENARY SESSIONS ONLY. CHEMISTRY OF EFFECTIVE WORKSHOP INTERACTION REQUIRES SMALL GROUP ADDRESSING SPECIFIC PROBLEMS.

4. INDIVIDUALS ON SEMINAR TEAM ARE:
AMBASSADOR ARMIN MEYER - PROTOCOL CHAIRMAN.
DR. CHARLES VENTO - INSTRUCTIONAL TELEVISION.
DR. WADE LINK - TASK ANALYSIS, CURRICULUM DEVELOPMENT.
SAMUEL GANS - MANPOWER PLANNING, SKILL TRAINING, TRAINING TRAINERS.
DONALD MITCHELL - INSTRUCTIONAL TECHNOLOGY, MEDIA.
DAPHNE PHILOS - MEDIA INDUSTRY SPOKESPERSON.
NATHANIEL FIRESTONE - FACILITIES DESIGN AND CONSTRUCTION
FULL C.V.'S ON ABOVE WILL BE FORWARDED POST SOONEST.

5. THE TYPE SEMINAR PROGRAM CONTEMPLATED IS NOT IN THE CLASSIC TEACH/LISTEN MODE, WITH LARGE AUDIENCES HEARING LEARNED ACADEMICIANS DISCUSS THEORETICAL IMPLICATIONS VARIOUS EDUCATIONAL PHILOSOPHIES. THE SEMINAR PROGRAM UNCLASSIFIED

PAGE 03 STATE 228443

ENVISAGED COMPRISES PROBLEM-SOLVING WORKSHOPS INVOLVING COST ANALYSIS, TASK PLANNING, RESOURCE IDENTIFICATION AND ANALYSIS OF ALTERNATIVES FOR SYSTEM DESIGN. IF THIS SEMINAR TEAM IS TO WORK TO ACHIEVE SPECIFIC GOALS, THESE GOALS MUST FIRST BE IDENTIFIED. IMPORTANCE THIS TASK CANNOT BE OVERSTATED SINCE CREDIBILITY USG EFFORTS ASSIST IRANIANS IN EDUCATION/TRAINING MAY WELL BE ESTABLISHED AS CONSEQUENCE SPECIFIC ACHIEVEMENTS SEMINAR TEAM. DEPARTMENT SUGGESTS POST STUDY TASK MISSION-WIDE INCLUDING THOSE INVOLVED RECENT JOINT COMMISSION AGREEMENT, TO DETERMINE MOST EFFECTIVE METHOD EXTRACT REQUIRED GOAL AND PROBLEM DATA FROM PRINCIPAL IRANIAN ENTITIES INVOLVED E/T.

6. POSSIBLE APPROACH MIGHT BE THAT USG HAS ASSEMBLED GROUP E/T TECHNOLOGISTS POSSESSING BROAD-SPECTRUM THEORETICAL AND PRACTICAL CAPABILITY TO ASSIST GOI WORK ON SPECIFIC PROBLEMS IN FIELDS OF E/T.

GROUP WILL BE IN IRAN FOR EIGHT DAY PERIOD NOVEMBER 14-21, 1975. IN ORDER DEVISE PROGRAM MOST MEANINGFUL TO OBJECTIVE AT HAND, IT WOULD BE HELPFUL TO KNOW WHAT ARE MAIN E/T GOALS FOR YOUR AGENCY? WHAT KINDS OF ISSUES COULD OUR SEMINAR TEAM ADDRESS TO BEST SERVE YOUR PROGRAMS? WOULD YOU NOMINATE SPECIFIC INDIVIDUALS WITHIN YOUR AGENCY TO ATTEND OUR WORKSHOPS? WOULD IT BENEFIT YOUR AGENCY IN ITS GOAL ATTAINMENT TO HAVE PRIVATE MEETINGS WITH OUR E/T TECHNOLOGISTS?

7. INTERAGENCY MEETING WITH SEMINAR TEAM WAS HELD SEPT. 16 TO FORMULATE PLANS. REPEAT WILL BE SCHEDULED AFTER RECEIPT RESPONSE THIS MESSAGE. IT IS EXPECTED SPECIFIC PROGRAM AND MATERIALS WILL BE AIRMAILED TEHRAN OCT. 24 FOR APPROPRIATE TRANSLATION/PUBLICATION BY POST.

8. ACTION REQUESTED: POST REQUESTED CALL TOGETHER ALL MISSION STAFF HAVING DEALINGS WITH IRANIAN E/T COMMUNITY FOR FOLLOWING PURPOSE: A) IDENTIFY TARGET GROUPS INVOLVED E/T, INCLUDING MINED, MINLABOR, IOSS, MILITARY, PRIVATE SECTOR, ETC. IDENTIFY SPECIFIC INDIVIDUALS THESE AGENCIES WHO BEST QUALIFIED DISCUSS GOALS AND IMMEDIATE PROBLEMS. B) CALL ON THESE PERSONS IN ORDER DEVELOP TOP THREE UNCLASSIFIED

PAGE 04 STATE 228443

PROBLEMS RELATABLE TO SEMINAR TREATMENT, USING IMMEDIATE BENEFITS TECHNOLOGY TRANSFER TO THESE AGENCIES TO EXTRACT DATA. C) TOPICS LINKED TO REQUESTING AGENCIES SHOULD BE TELEGRAPHICALLY REPORTED NLT OCT. 10. CABLE SHOULD ALSO CONTAIN EMB SUGGESTIONS FOR SEMINAR FORMAT.

DEPARTMENT APPRECIATES STRAIN THIS ASSIGNMENT PLACES ON POST HEAVY WORKLOAD. IMPORTANCE ENHANCED COMMERCIAL RELATIONSHIPS THIS THEME MAKES THIS NECESSARY.

DUE CAGNE CONTINUING INTEREST E/T IN IRAN, POST REQUESTED INFO SLUG CAGNE ALL MESSAGES THESE TOPICS. SISCO

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